

Exhibit M

From: TMOfficialNotices@USPTO.GOV
Sent: Monday, January 23, 2023 01:40 AM
To: XXXX
Cc: XXXX
Subject: Official USPTO Courtesy Reminder: Trademark Registration Maintenance Document Must Be Filed Before Deadline for U.S. Trademark Registration No. 5387588 IMPOSSIBLE NUTRITION (Stylized)

USPTO COURTESY REMINDER

TRADEMARK REGISTRATION MAINTENANCE DOCUMENT UNDER SECTION 8 MUST BE FILED BEFORE DEADLINE OR REGISTRATION WILL BE CANCELLED

U.S. Application Serial No. 87116501
U.S. Registration No. 5387588
U.S. Registration Date: January 23, 2018
Mark: IMPOSSIBLE NUTRITION (Stylized/Design)
Owner: IMPOSSIBLE LLC
Docket/Reference No. 87252.0007

Issue Date: January 23, 2023

Required submission. The owner of the trademark registration must file a [Declaration of Use and/or Excusable Nonuse Under Section 8](#) (Section 8 Declaration) between now and January 23, 2024. For an additional fee, the owner can file within the 6-month grace period that ends on July 23, 2024.

Optional submission. If the owner can claim the benefits of incontestability, the owner may file an optional Declaration of Incontestability under Section 15. This may be combined with the required Section 8 Declaration by filing a [Combined Declaration of Use and Incontestability Under Sections 8 and 15](#) (Combined Sections 8 and 15 Declaration).

If ownership of the registration or the owner's name has changed, the owner can use the [Electronic Trademark Assignment System \(ETAS\)](#) to record the change. More information on changes of ownership/owner name is available on the [USPTO website](#).

[Click here for more information about maintaining a trademark registration.](#)

Proof of Use Audit. The USPTO is conducting an audit program to promote the accuracy and integrity of the trademark register. If a registration is selected for audit, the holder/owner will be required to submit proof of use for additional goods/services for which use is claimed in a Section 8 Declaration. Detailed information about the program is available on the [Proof of Use Audit Program webpage](#).

Determination of time of receipt by USPTO. Correspondence transmitted through the Trademark Electronic Application System (TEAS) is considered filed on the date the USPTO receives the transmission in Eastern Time.

If the owner fails to file a timely Section 8 Declaration the registration will be CANCELLED and cannot be reinstated.

This reminder notice is being sent only as a courtesy to trademark owners who maintain a current email address with the USPTO. Failure by the USPTO to send a reminder or non-receipt of a reminder does not excuse a trademark owner from meeting the statutory obligations for maintaining a registration.

[Foreign-domiciled owners must have a U.S.-licensed attorney](#) represent them at the USPTO in any post-registration filing.

[Beware of misleading notices sent by private companies about registrations.](#) Private companies **not** associated with the USPTO use public information available in trademark registrations to mail and email trademark-related offers and notices - most of which require fees. All **official USPTO correspondence** will only be **emailed from the domain "@uspto.gov."**

Direct questions about this notice to the Trademark Assistance Center at 1-800-786-9199 (select option 1) or TrademarkAssistanceCenter@uspto.gov.